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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 7

Houston. The city to watch is watching KPRC-TV.

Houston. The nation's fourth largest city. Fourth largest and growing. Young, dynamic. With a population to match. In fact, Houstonians are younger, better educated and wealthier than their counterparts in other markets.

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54th Year 1985

Fin-syn back in spotlight

Must carry (continued)

New hope for HDTV

Vol. 109 No. 15

Broadcasting Oct 7

NAB's must-carry study
NBC wins rights for 1988 summer Olympics
RCA closes broadcast equipment division

HOURLY DECISION □ CBS and Hollywood producers come to agreement on financial interest-syndication rules proposal. **PAGE 27.**

UNDECIDED □ NAB still hasn't come to a decision on whether to continue participation in joint radio convention. NRBA says it's going ahead with plans for New Orleans show next year. **PAGE 30.**

DOING BATTLE □ INTV's Padden and CATA's Effros debate Barney Frank copyright bill before House committee. **PAGE 31.**

CAREER SHIFT □ Gene Pell moves from Voice of America to Board for International Broadcasting. **PAGE 31.**

HDTV PROGRESS □ Movement on high-definition television is back on track as key international committee voices support for Japanese-developed, U.S.-backed standard. **PAGE 33.**

CLOSING SHOP □ RCA announces it will get out of the broadcast equipment business. **PAGE 34.**

FIRST-WEEK WINNER □ NBC takes the first week of the new prime time season with a nearly two-point victory over CBS and five-point win over ABC. *Cosby* ranks number one, with NBC's *Amazing Stories* the week's highest-rated new show (12th). **PAGE 36.**

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INTELSAT GATHERING □ Pricing, coordination issues top agenda of Intelsat board. **PAGE 49.**

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STILL TINKERING □ Showtime/The Movie Channel continues pay-per-view experiments with launch likely in 1986. **PAGE 53.**

GOING TO THE TOP □ City of Los Angeles appeals Preferred decision to Supreme Court. **PAGE 56.**

RIGHT COMBINATION □ Tom Rogers, senior counsel, House Telecommunications Subcommittee, has found his forte in combining public service and electronic media. **PAGE 95.**

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Premiere week: NBC comes on strong

Five of top 10 shows belong to NBC; CBS, ABC show slight decrease in ratings below last year's premiere week, but HUT levels up every night of week

NBC won the prime time ratings by nearly two rating points during the first week of the 1985-86 television season; it also won four of seven nights. NBC had five of the top 10 shows and had its best premiere week ratings since 1980, when it opened the season with the mini-series *Shogun*.

NBC averaged a 19.3 rating and 31 share of the national television audience, according to Nielsen, a 20% increase over its premiere-week rating last season. CBS, which averaged a 17.4/27, was off three-tenths of a rating point from last year, as was ABC, which averaged a 14.2/22.

But in a broader sense, all three networks were winners during premiere week. Reversing the trend of the past several seasons, homes using television were up every night of the week, and the combined network rating—riding on NBC's strong lead—was up 5% over last year to a 50.9.

NBC was first on Monday, Tuesday, Thursday and Saturday nights; CBS won Friday and Sunday, ABC Wednesday.

Of the two top-ranked shows, NBC's *The Cosby Show* (31.6/48) and *Family Ties* (29.6/45), each earned its highest rating and share levels ever. The 8-10 p.m. block on NBC of *The Cosby Show, Family Ties, Cheers* and *Night Court* averaged a 27.5 rating, compared to a 17.4 rating for a special two-hour premiere of *Magnum, P.I.* on CBS.

ABC had very few winners during premiere week, although the premiere of *Dynasty* was the third-ranked program of the week with a 28.1/42. Its next highest rated program was the premiere of *Hotel* following *Dynasty*, which achieved a 21.3/35 and ranked 14th. Among 64 ranked programs during the week (Sept. 23-29), ABC had five that were ranked above 32, and 17 below.

Cosby ranks number one

NBC had an unusual Monday night victory, but working in its favor was a special *Family Ties* two-hour, made-for-TV movie, which pulled a 22.1/33 and was the 11th ranked show of the week. CBS preempted most of its regular Monday night schedule to present a special, two-hour, made-for-TV movie, *Izzy and Moe*, that reunited Jackie Gleason and Art Carney and earned a 17.9 rating for the 9-11 p.m. time period.

NBC glided to victory Tuesday night on a two-hour season opener of *The A Team*, which dominated the 8-10 p.m. time period with a 20.0 rating and ranked 19 for the week. But ABC's 8-9 p.m. comedy block of *Who's The Boss?* and *Growing Pains* achieved a 20.4/33 and 18.5/28, respectively, and outperformed the 7.9/12 for *Hometown* on CBS opposite it. (Later in the week, CBS acknowledged it had canceled *Hometown*).

ABC, not surprisingly, was the bigger winner on Wednesday, averaging a 21.4/34 for the evening from an all-premiere line-up of *The Insiders, Dynasty* and *Hotel*. ABC's average for the night was only held down by *The Insiders*, which averaged a 14.9/24. It was a less glorious evening for CBS, which averaged an 11.3/18 for the second week of its new Wednesday schedule: *Stir Crazy, Charlie & Company, George Burns Comedy*

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	31.6/48
2.	Family Ties	NBC	29.6/45
3.	Dynasty	ABC	28.1/42
4.	Cheers	NBC	26.0/39
5.	Amos	CBS	24.5/37
6.	Murder, She Wrote	CBS	24.4/37
7.	Dallas	CBS	23.9/38
8.	Miami Vice	NBC	23.2/37
9.	Night Court	NBC	22.9/34
10.	60 Minutes	CBS	22.2/38
11.	Family Ties Vacation	NBC	22.1/33
12.	*Amazing Stories	NBC	22.0/34
13.	Knots Landing	CBS	21.8/34
14.	Hotel	ABC	21.3/35
15.	Highway to Heaven	NBC	20.9/33
16.	First Blood	NBC	20.9/31
17.	Who's the Boss?	ABC	20.4/33
18.	*Alfred Hitchcock	NBC	20.2/30
19.	A Team	NBC	20.0/31
20.	Golden Girls	NBC	19.0/32
21.	*Growing Pains	ABC	18.5/28
22.	Remington Steele	NBC	18.0/30
23.	Hill Street Blues	NBC	18.0/28
24.	Izzy & Moe	CBS	17.9/27
25.	Football, L.A. Rams-Seattle	ABC	17.9/29
26.	*Twilight Zone	CBS	17.7/30
27.	Moonlighting	ABC	17.6/27
28.	Facts of Life	NBC	17.5/30
29.	Magnum, P.I.	CBS	17.4/26
30.	Scarecrow & Mrs. King	CBS	17.4/26
31.	TV Bloopers & Prac. Jokes	NBC	17.3/26
32.	Football, Sun. 7-7:18 p.m.	NBC	16.8/31
33.	Tootsie	ABC	16.0/25
34.	Nat. Lampoon-Vacation	CBS	15.8/27
35.	227	NBC	15.6/26
36.	Hell Town	NBC	15.1/22
37.	*The Insiders	ABC	14.9/24
38.	Gimme A Break	NBC	14.8/27
39.	Hardcastle & McCormick	ABC	14.8/23
40.	20/20	ABC	14.6/23
41.	Equalizer	CBS	14.3/23
42.	Knight Rider	NBC	14.1/24
43.	Hunter	NBC	14.0/25
44.	Webster	ABC	13.8/24
45.	St. Elsewhere	NBC	13.8/23
46.	The Other Lover	CBS	13.8/22
47.	Love Boat	ABC	12.6/22
48.	Lime Street	ABC	12.3/21
49.	Airwolf	CBS	12.0/21
50.	NFL Post-game	NBC	11.7/22
51.	Our Family Honor	ABC	11.7/20
52.	Mr. Belvedere	ABC	11.6/19
53.	*Lady Blue	ABC	11.4/17
54.	*MacGyver	ABC	10.9/17
55.	George Burns Comedy	CBS	10.6/16
56.	Punky Brewster	NBC	10.5/18
57.	Charlie & Co.	CBS	10.5/16
58.	Hollywood Beat	ABC	9.1/16
59.	Stir Crazy	CBS	9.0/14
60.	Different Strokes	ABC	9.0/14
61.	Ripley's Believe It or Not	ABC	8.6/15
62.	Hometown	CBS	7.9/12
63.	Fall Guy	ABC	7.9/12
64.	Spenser: For Hire	ABC	6.3/10

*indicates premiere episode

change city of lic. to Union City, Wash.; add night service with 500 w; increase day power to 5 kw, and install DA-N. Action Sept. 18.

FM's

■ WKKR-FM (97.7 mhz) Auburn, Ala.—Granted app. to change TL; change ERP to 1.33 kw, and change HAAT to 476.58 ft. Action Sept. 20.

■ KZZP-FM (104.7 mhz) Mesa, Ariz.—Granted app. to install aux. sys. Action Sept. 19.

■ KYAX (94.5 mhz) Alturas, Calif.—Dismissed app. to change HAAT to minus 220 ft. Action Sept. 18.

■ KRXY-FM (107.5 mhz) Lakewood, Colo.—Dismissed app. to change TL; change HAAT to 1,140.78 ft., and make changes in ant. sys. Action Sept. 18.

■ WEBE (107.9 mhz) Westport, Colo.—Granted app. to change SL to 50 Washington St., South Norwalk, Conn. Action July 17.

■ KLYF (100.3 mhz) Des Moines, Iowa—Granted app. to operate aux. ant. sys. Action Sept. 20.

■ KGVM (99.3 mhz) Gardnerville, Nev.—Granted app. to make changes in ant. sys. Action Sept. 18.

■ WLNH-FM (98.3 mhz) Laconia, N.H.—Granted app. to change ERP to 1.9 kw. Action Sept. 20.

■ KXKK (97.7 mhz) Lordsburg, N.M.—Dismissed app. to change freq. to 97.9 mhz; change TL; change ERP to 18 kw, and change HAAT to 2,007.36 ft. Action Sept. 18.

■ WWWI (94.5 mhz) Eden, N.C.—Granted app. to change HAAT to 981.7 ft. Action Sept. 19.

■ WYFL (92.5 mhz) Henderson, N.C.—Granted app. to change HAAT to 100 kw and change HAAT to 1,016.8 ft. Action Sept. 20.

■ WLVK (96.9 mhz) Statesville, N.C.—Granted app. to change HAAT to 1,548 ft. Action Sept. 19.

■ KBGG-FM (102.7 mhz) Cave Junction, Ore.—Granted app. to make changes in ant. sys. Action Sept. 19.

■ *WDNR (89.5 mhz) Chester, Pa.—Dismissed app. to change ERP to 100 w and change HAAT to 70 ft. Action Sept. 18.

■ *WHHS (89.3 mhz) Havertown, Pa.—Dismissed app. to change freq. to 89.5 mhz; change ERP to 10 w, and change HAAT to 266 ft. Action Sept. 18.

■ WDAR-FM (105.5 mhz) Darlington, S.C.—Granted app. to change ERP to 2.4 kw and change HAAT to 362 ft. Action Sept. 20.

■ WGFG-FM (100.1 mhz) Lake City, S.C.—Granted app. to change HAAT to 328 ft. Action Sept. 20.

■ KPLO-FM (94.5 mhz) Reliance, S.D.—Granted app. to change ERP to 70.7 kw; change HAAT to 902 ft., and make changes in ant. sys. Action Sept. 19.

■ *KSTX (89.1 mhz) San Antonio, Tex.—Granted app. to change TL and change HAAT to 380.48 ft. Action Sept. 12.

■ WQSF-FM (96.5 mhz) Williamsburg, Va.—Granted app. to change TL; change HAAT to 492 ft., and make changes in ant. sys. Action Sept. 18.

■ WBCR (90.3 mhz) Beloit, Wis.—Granted app. to move ant.; change ERP to .13 kw, and make changes in ant. sys. Action Sept. 20.

■ WJZQ (95.1 mhz) Kenosha, Wis.—Granted app. to change ERP to 50 kw. Action Sept. 20.

TV's

■ WMPV-TV (ch. 21) Mobile, Ala.—Granted app. to change ERP to vis. 4,336 kw, aur. 433.6 kw; change HAAT to 1,400 ft.; change ant., and change TL. Action Sept. 13.

■ KDSC-TV (ch. 14) Honolulu—Granted app. to change ERP to vis. 250 khz, aur. 50 kw; change HAAT to 150 ft., change ant., and make changes in ant. and transmission sys. Action Sept. 18.

■ KSHQ (ch. 6) Kailua-Kona, Hawaii—Granted app. to change ERP to vis. 52.5 kw, aur. 6.7 kw; change HAAT to 2,910 ft.; replace ant., and change TL. Action Sept. 18.

■ WIIM-TV (ch. 8) Iron Mountain, Mich.—Granted app. to change HAAT to 556 ft. Action Sept. 18.

■ WTUV (ch. 33) Utica, N.Y.—Granted app. to change ERP to vis. 6.95 kw, aur. .695 kw and change HAAT to 772 ft. Action Sept. 18.

■ KVRR (ch. 15) Fargo, N.D.—Granted app. to change ERP to vis. 8 kw, aur. 0.8 kw; change HAAT to 198 ft.; change ant., and change TL. Action Sept. 13.

■ WOTE (ch. 36) Bayamon, P.R.—Dismissed app. to change ERP to vis. 1,480 kw, aur. 148 kw and change HAAT to 985 ft. Action Sept. 13.

in Contest

Review board made following decision:

■ Great Bend, Kan. (Dale Weller, et al) FM proceeding. Granted joint request for settlement agreement and dismissed apps. of Weller, Cheyenne Broadcasting Co., Channel 300 Inc. and F.R. Broadcasting Inc.; granted amended app. of Broadcast Enterprises Inc. for new FM station at Great Bend, and terminated proceeding. By order, Sept. 20.

ALJ John M. Frysiak made following decision:

■ Atlanta (Digital Paging Systems Inc., et al) MDS proceeding. Dismissed apps. of Private Networks Inc., MCCA Service Corp., Multipoint Information Systems Inc. and Multi-Communications Services Inc. with prejudice; approved amendment of Digital Paging Systems Inc.'s app. to substitute Atlanta MDS Co. as applicant; granted app. of Atlanta MDS Co. for new MDS station in Atlanta, and terminated proceeding. By MO&O, Sept. 23.

ALJ Joseph P. Gonzalez made following decisions:

■ Boca Raton, Fla. (Palm Beach County Educators Broadcasting Inc. and Acorn TV in Action for Communities) Ed-TV proceeding. Granted motion for summary decision filed by Palm Beach County Educators and resolved air hazard issue in its favor; granted joint request for approval of agreement and dismissed app. of Acron with prejudice; conditionally granted app. of Palm Beach County for new educational TV station in Boca Raton, and terminated proceeding. By MO&O, Sept. 20.

■ Marlow, Okla. (Caddo Broadcasting Corp. and Sherry Lynn Austin) FM proceeding. Granted joint request for settlement agreement and dismissed app. of Caddo with prejudice; granted app. of Austin for new FM station in Marlow, and terminated proceeding. By MO&O, Sept. 23.

ALJ Byron E. Harrison made following decision:

■ Lubbock, Tex. (Wilbur O. Colom, et al) TV proceeding. Ordered app. of TRG Broadcasting Systems dismissed with prejudice for failure to prosecute. By order, Sept. 20.

ALJ Edward J. Kuhlmann made following decision:

■ Tequesta, Fla. (Tequesta Broadcasting Corp., et al) TV proceeding. Granted motions filed by Tequesta Broadcasting Corp. and Old Salt Broadcasting and dismissed their apps. with prejudice. By MO&O, Sept. 20.

Summary of broadcasting as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

ALJ Walter C. Miller made following decision:

■ Indianapolis (Digital Paging Systems Inc., et al) MDS proceeding. Ordered app. of Ohio MDS Corp. dismissed with prejudice for failure to prosecute. By order, Sept. 23.

Call Letters

Applications

Call	Sought by
	New AM
KKSA	Ganadores Corp., Universal City, Tex.
	New FM's
KKQX	Louis Foreman Allen, Widefield, Colo.
KEYJ	Delta Radio Inc., Cheney, Wash.
	Existing AM's
WKTZ	WRXJ Jones College, Jacksonville, Fla.
WRXJ	WJAX The Kravis Co. of Jacksonville Inc., Jacksonville, Fla.
	Existing FM's
WKTZ-FM	WFAM Jones College, Jacksonville, Fla.
WKLZ	KHRC-FM Russell and Susan Kinsley, Port Henry, N.Y.
KAFX	KIPR-FM LoveCom Ltd., Dibell, Tex.
KBNA	KYSR-FM Tichenor Radio of El Paso Inc., El Paso

Grants

Call	Assigned to
	New FM's
KRPQ	Sunrise Broadcasting, Rohnert Park, Calif.
*WEDW-FM	Connecticut Educational Telecommunications Corp., Stamford, Conn.
	New TV's
*WGPT	Maryland Public Broadcasting Commission, Oakland, Md.
WADL	Adell Broadcasting Corp., Mount Clemens, Mich.
	Existing AM's
KLSC	KLSZ Century Broadcasting Corp., Aurora, Colo.
WWLD	WREM Comco Inc., Pine Castle-Sky Lake, Fla.
KRZZ	KAKZ New West Radio Inc., Wichita, Kan.
KVIX	KVIL Blair Broadcasting of Texas Inc., Highland Park, Tex.
KLDI	KOJO Rocky Mountain Radio Corp., Laramie, Wyo.
	Existing FM's
KKTZ	KFKB Eustis-Wichert Communications Inc., Mountain Home, Ark.
KHTY	KKOO-FM F and M Broadcasting Inc., Santa Barbara, Calif.
WYFA	WWGA Bible Broadcasting Network Inc., Waynesboro, Ga.
KRZZ-FM	KAKZ-FM New West Radio Inc., Derby, Kan.
KWMG	KTTT-FM Columbus Broadcasting System Inc., Columbus, Neb.
KKID-FM	KAZZ Demaree Enterprises Inc., Sallisaw, Okla.
KNPT-FM	KBKN Charmar Broadcasting, Newport, Ore.